

When Selecting an Agent, search for these attributes:

Communication Skills: Your agent must communicate properly with you, other agents, trades people, title & escrow people. You'll be working with all of these individuals on your purchase and how your agent communicates with others is a good estimate of how they'll communicate with you.

Accessibility: You must be able to easily reach your agent-they must work for your business to keep you constantly informed an uninformed buyer or seller is a customer left in the dark.

Negotiation Skills: Agents should have a win/win philosophy. You're needs must be their needs in order for you both to succeed.

Integrity: Good agents will always look out for you first and act as people of their word.

Full-Time Occupation: Pick an agent with many years of experience where real estate is their full time job. A part time agent means a part time helper. When searching for a home in the bay area, homes go quickly; you'll need an agent who is on the ball and working for you.

Informed Decision Making: A good agent will always give you the facts and then let you decide.

RED FLAG AGENTS: Agents that will usually bring you nothing and behave in a pushy aggressive manner, are disorganized, evasive and do not return phone calls. Remember, the **CUSTOMER COMES FIRST!!**